big / corporate ownership priority is profits and maintaining the status quo not ensuring an informed public. Single ownership of all major media outlets in communities will not be in the best interest of the majority of Americans. I doubt this is much of a consideration to the FCC but it is true. One voice shaping the public dialog in a community will result in a surpresion of different views and unpopular ideas in those communities. Again I doubt very much if that is much of a concern to the FCC